

THE ADVANCE FENCE CO.



OUR MOTTO:
DIRECT FROM FACTORY TO FARM.

REFERENCE:
PEORIA NATIONAL BANK,
PEORIA, ILL.

Peoria, Ill. U.S.A.

Feb. 20, 1902.

DEAR SIR:

Inclosed herewith we hand you our Catalogue No. 10. We have sold fencing to you in the past, and trust your dealings with us have been so satisfactory, that when you are again in need of anything in our line you will give us an opportunity to quote our lowest price.

Thanking you for past favors, and assuring you that any business you may place with us will have our prompt attention, we are,

Yours truly,

ADVANCE FENCE CO.

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Feb. 20, 1903.

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Yours truly,

ADVANCE FENCE CO.

The

Advance Fence Co.



We sell direct to
the Farmers ❧

We use best qual-
ity galvanized
steel wire ❧ ❧

We pay the freight
on shipments of 40
rods or more ❧ ❧

Catalog
No. 10

Peoria, Illinois

REFERENCE
PEORIA NATIONAL BANK
PEORIA, ILL.

Our Method of Doing Business



Send us one-fourth cash with order and we will ship the fence to your railroad station, and send the bill of lading to your nearest bank or express office. You can examine the fence to your full satisfaction, and if it is not as represented, or if it is not entirely satisfactory, you can refuse it, by notifying us at once, and we will return the money to you, less freight. If the fence is satisfactory (as we are sure it will be), you can pay the balance to the bank or express agent, as the case may be, and, on presentation of the bill of lading to the freight agent, he will deliver the fence to you. Our prices are very low, and we cannot afford to have any losses. The above is safe and fair for all concerned. Where collections are made in this manner the purchaser pays the collection charges of the bank or express company.

If you send cash in full with order, you may deduct 3 per cent. cash discount. In addition to saving the 3 per cent. cash discount, the purchaser avoids the payment of collection or return charges on money.

Freight Paid. When ordered in lots of 40 rods or more, we will pay freight to your railroad station.

Stretchers. We sell two kinds. The **Giant Stretcher** is sold at a low price, and on condition

Advance Fence Co., Peoria, Ill.

that you may use it to put up your fence and return it to us at any time within sixty days. If the stretcher is returned in good condition, we will refund the purchase price, less freight both ways. (See page 18.)

The **Standard** Ratchet Stretchers are preferable where only a small number of stretches are to be made. They are sold in sets to match the fence they go with—one stretcher for each strand. Each set has two large stretchers for the top and bottom strands. One set is required for each roll.

Write for Special Net Prices, stating how much of the various kinds of fencing, gates, etc., you wish to buy. We will then quote you our best net price on the lot. (See our clubbing offer, page 23.)

Regular Lengths of Rolls. 10, 20, 30 and 40 rods. Where special lengths are ordered, 50 cents extra per roll will be charged for cutting.

Posts may be placed as far apart as for any other style of woven wire fencing, say from one to two rods.

Complete Directions for putting up the **Advance** fence will be sent to every purchaser.

Send us a list of the farmers in your vicinity that may want fencing, and we will send them circulars. Be sure and write the name and postoffice address very plainly.

ADVANCE FARM FENCING



How It Is Made

The **Advance** fence is made of the best quality galvanized steel wire.

The top selvage strand consists of two No. 12 wires twisted together. All of the other horizontal strands are No. 12, except the bottom selvage strand, which consists of two No. 13 wires twisted together. The tie wire is a No. 13 wire twisted into the selvage strands at the top and bottom of the fence, and is wrapped twice around each of the horizontal strands. There are seventeen tie wires to every rod of **Advance** fencing. This makes them a little less than 12 inches apart. The tie wire is not cut at the top and bottom of the fence, as is usual with other fences, but is twisted into the selvage strands from one vertical tie wire to the other, thus making a perfectly smooth fence, with no loose ends to untwist or injure the hands in handling or putting up the fence.

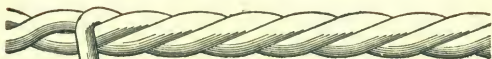
Advance Tie Wires Do Not Slip

A slight kink is formed where the tie wire is wrapped tightly around the horizontal strand. This prevents slipping of the wires. Even if this

Advance Fence Co., Peoria, Ill.

were not the case, they could slip out of place but very little, being securely twisted into the selvage strands at the top and bottom of the fence.

Twisted Selvage Strand

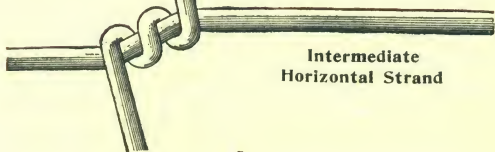


The cut on this page shows the kink in the horizontal strand where the tie wire is wrapped around it.

The kink prevents slipping of the tie wire, and allows the strand wires to contract and expand, thus adjusting themselves to the variations in temperature.

This cut shows the size of wires used in **Advance Farm Fencing**.

Tie Wire →



Intermediate
Horizontal Strand

Advance Fence Co., Peoria, Ill.

The Advance Is Not Injured By Cold

Advance fencing is not injured by cold. The kinks formed in the strand wires where the tie wire is wrapped around them are sufficient to allow the strand wires to expand and contract, and the selvage strands being formed of two wires twisted together, will expand and contract — thus the whole fence will adjust itself to the variations in temperature.



The Advance Is a Portable Fence

The **Advance** is perfectly adapted for a portable fence. It can easily be rolled up and moved to any other part of the farm without deforming the meshes or injuring the fence.



Merit Wins

We depend on fair dealing with our customers, as well as on the superior quality of **Advance** fencing to get their future trade.



Don't Waste Your Time

Don't waste your time trying to save money by making your own farm fencing, when you can buy the **Advance** fencing all ready to put up at such low prices as we offer. It is a waste of money to buy, and a waste of time to operate a hand power machine. You cannot compete with steam power and improved factory machinery. By

Advance Fence Co., Peoria, Ill.

the time a farmer builds enough fence on one of these hand machines to enclose his garden he is generally so disgusted with it that he never wants to build any more. There are thousands of hand machines all over the country, not worn out, but simply thrown away, because the owners found them to be more bother than they were worth.



Over Hills and Hollows Advance fencing goes over hills and hollows without trouble. You don't have to cut it, and the tie wires are always in a vertical position. Make a fence on a field machine, and it will never stretch up right if you try to move it to a place where the lay of the land is different.

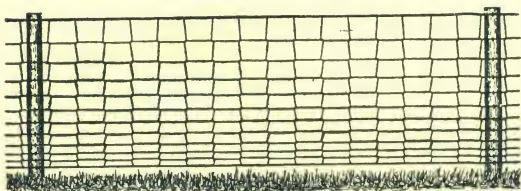


We Sell Direct to the Consumer We sell direct to the consumer, thus giving him the benefit of the middleman's profit. We are thus enabled to sell you the **Advance** fencing, which compares favorably with any other kind, at a less price. Compare our prices with others. (See our clubbing offer, page 23.)

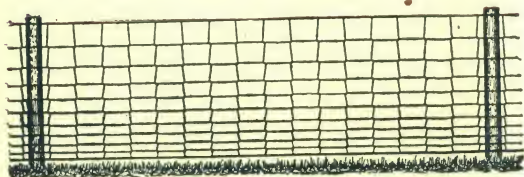


Order Early We are generally prepared to make prompt shipments, but delays in transit are possible. For this reason it is best to order early and avoid disappointment.

Advance Farm Fencing



Twelve Strands, This is our highest fence. The 57 inches high spacing between the strands is as follows: $2\frac{3}{4}$, $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7, 8 and 9 inches.



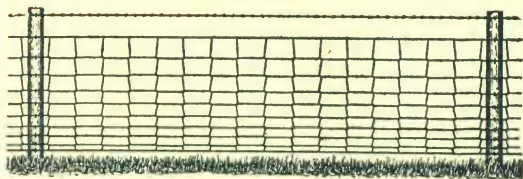
Eleven Strands, The spacing between the 54 inches high strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7, 8 and 9 inches.



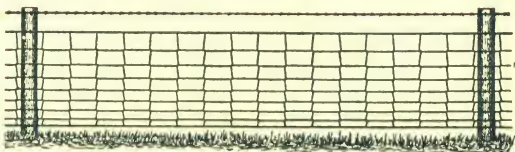
Used Since 1898, and is All Right As to the Advance fence, I know all about it. If you will look over your old books, you will find I bought 100 rods in 1898, and it is all right. If I use any fencing you will hear from me again.

JAS. J. PYLE, Sargents, O.

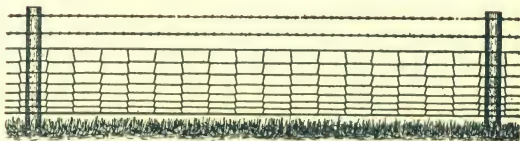
Advance Fence Co., Peoria, Ill.



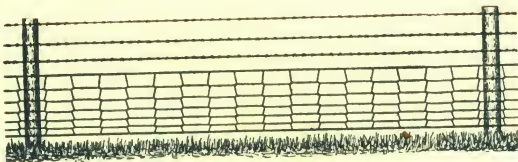
Ten Strands, This is the farmer's favorite
45 inches high height. The spacing between
the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$,
 $4\frac{3}{4}$, $5\frac{1}{4}$, 6, 7 and 8 inches.



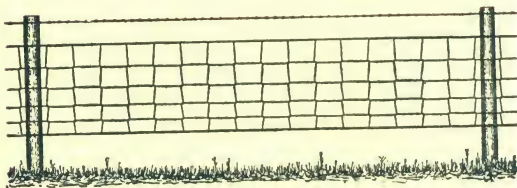
Nine Strands, This makes a good sheep fence.
37 inches high The spacing between the
strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$, $4\frac{3}{4}$,
 $5\frac{1}{4}$, 6 and 7 inches.



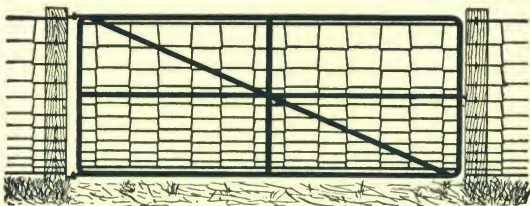
Eight Strands, This makes a good hog and cat-
 $27\frac{1}{2}$ inches high tle fence, if put up with two
barbed wires above it. The spacing between
the strands is as follows: $2\frac{3}{4}$, $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$,
 $4\frac{1}{4}$, $4\frac{3}{4}$ and $5\frac{1}{4}$ inches.



Seven Strands, This is the kind that is most **24½ inches high** used for a hog fence. It requires three barbed wires above it to make a good general purpose farm fence. The spacing between the strands is as follows: 2¾, 3¼, 3¼, 4¼, 4¼ and 5¼ inches.



Six Strands, This is intended especially for **35 inches high** horse and cattle fencing. It is generally stretched with the bottom cable from 15 to 20 inches above the ground, making a fence from 50 to 55 inches high. It is not intended for hog fencing. The spacing between the strands is as follows: 5, 6, 7, 8 and 9 inches.



The Advance Farm Gate

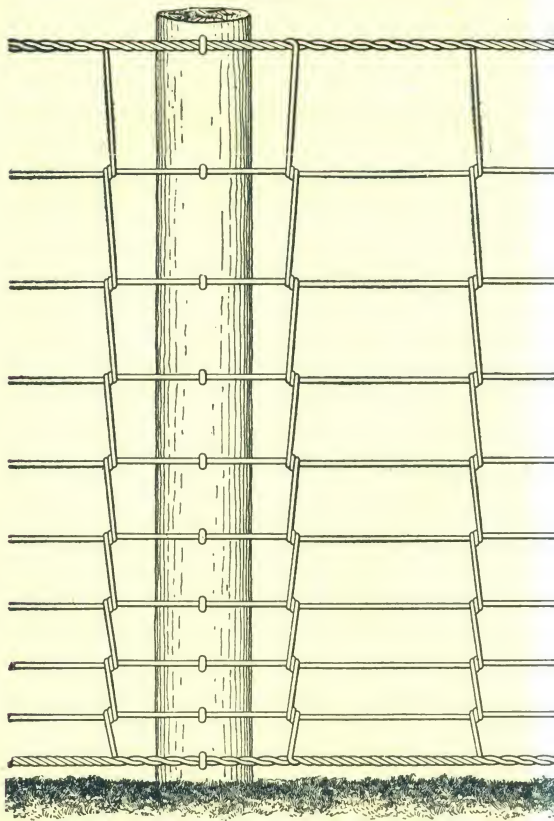
Consists of a heavy steel frame covered with our regular farm fence. Where it is desired to use it in connection with garden fencing we can cover the frame with that style of fence so that it will match, at an extra cost of 50 cents per gate. The gate is well made in every detail, and is fully guaranteed. We can furnish this gate either 4, 4½ or 5 feet high, 8, 10 or 12 feet long.



Remember That Advance fencing is made of the best quality galvanized steel wire, by experienced men, on improved machinery. It don't get out of shape; the tie wires don't slip; has perfect provision for expansion and contraction.

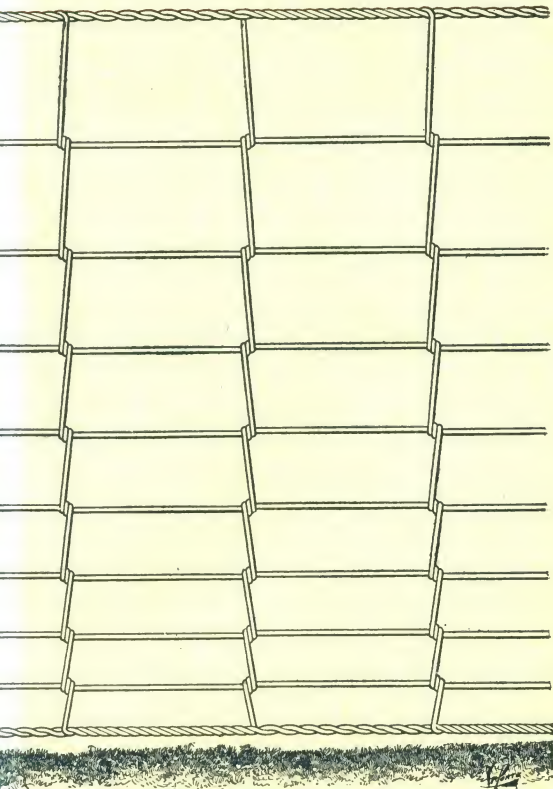


Saved Money by Buying Advance Received your woven wire. Was surprised to find you so prompt. I have saved money by sending to you for my wire. **WESLEY MAHON,**
Lexington, Ind.



ADVANCE FENCING

Advance Fence Co., Peoria, Ill.



Ten Strand, 45 Inch

Advance Jr. Fencing

This style is especially adapted for places where a lighter fence will answer the purpose. The meshes are the same size as in the **Advance** farm fence, but the wire is one size smaller, being the same as in the garden fence.

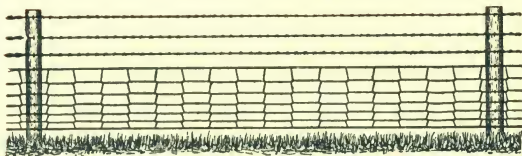


Six Strands Jr., This is especially adapted for
19 inches high use at the bottom of hedges, to
make them hog tight. The spacing between
the strands is as follows: $2\frac{3}{4}$, $3\frac{1}{4}$, $3\frac{3}{4}$, $4\frac{1}{4}$
and $4\frac{3}{4}$ inches.

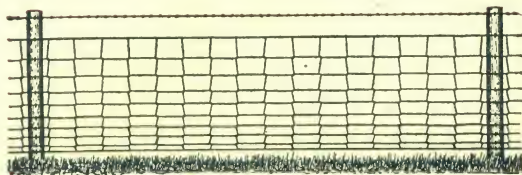


Is Done Mak- Enclosed please find draft for 720
ing Barbed rods of Advance Jr. fence, 19 inches
Hog Fence high. I am well pleased with the
fence I have, and will fence all my farm. I
am done making barbed hog fence.

H. T. CLAMPITT, Monteith, Ia.

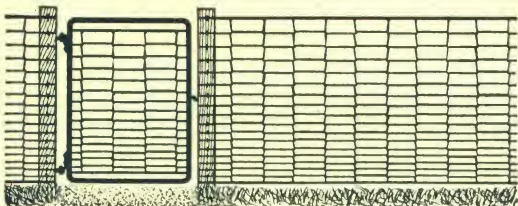


Seven Strands Jr. This style may be used in **24½ inches high** places where the regular seven strand is considered heavier than necessary. The spacing between the strands is as follows: 2¾, 3¼, 3¾, 4¼, 4¾ and 5¼ inches.



Ten Strands Jr., This style is suitable for division fences, etc. It is not recommended for barn yards or places where a heavy fence is required. The spacing between the horizontal strands is as follows: 2¾, 3¼, 3¾, 4¼, 4¾, 5¼, 6, 7 and 8 inches.

Advance Garden Fencing



Eighteen Strand Garden Fencing and Gate

This style is suitable for inclosing gardens, orchards, lawns, barn-lots and all places where it is necessary to have a fence woven closely enough to turn poultry, and strong enough to turn all common farm stock. It is made on the same principle as the farm fence, using a small mesh and one size lighter wire, the horizontal strands being of No. 13 wire, spaced 2 inches apart for the first few spaces at the bottom, gradually increasing the spaces to 4 inches in the upper part of the fence, as shown in the illustration on this page.

The top selvage strand consists of two No. 13 wires twisted together, while the lower selvage strand consists of two No. 14 wires twisted together.

The tie is of No. 14 wire woven in the same as in the farm fence, excepting that it is put in every 9 inches instead of every foot as in the farm fence.

Advance Fence Co., Peoria, Ill.

Fifteen Strands, This fence has been added to
3 feet high our line to meet the demand for
a 3-foot garden fence, some not wanting a
fence 4 feet high. The spacing between the
strands is as follows: 2, 2, 2, 2, $2\frac{1}{8}$, $2\frac{1}{4}$, $2\frac{3}{8}$,
 $2\frac{1}{2}$, $2\frac{5}{8}$, $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$ and $3\frac{3}{4}$ inches.

Eighteen Strands, This is especially adapted for
4 feet high fencing gardens, poultry yards,
and all places where a close and strong fence
is wanted. The spacing between the strands
is as follows: 2, 2, 2, 2, $2\frac{1}{8}$, $2\frac{1}{4}$, $2\frac{3}{8}$, $2\frac{1}{2}$, $2\frac{5}{8}$,
 $2\frac{3}{4}$, 3, $3\frac{1}{4}$, $3\frac{1}{2}$, $3\frac{3}{4}$, 4, 4 and 4 inches.



The Advance Garden Gate

The Advance garden gate has a heavy angle
steel frame, with steel hinges, etc. The body of
the gate is composed of garden fencing, securely
fastened to the frame. The size of the frame is 3
feet wide by either 3 or 4 feet high. The distance
between posts should be 3 feet 4 inches, thus
allowing space for hinges, etc. We can furnish
the gate 4 feet wide, at 25 cents extra. The gate
is well made in every particular, and is fully guar-
anteed.



Advance Jr. Garden Fencing

To meet the demand for garden fencing made
of lighter wire, we have arranged to furnish our

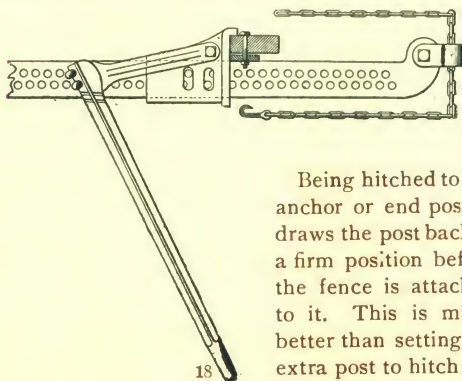
18-strand 48-inch garden fence made throughout of No. 14 wire. To distinguish it from Advance garden fencing it will be called "**Advance Jr.**" **Garden Fencing.**

This style is adapted especially for inclosing poultry yards and gardens, where an extra heavy fence may not be desired. It is much heavier and stronger than poultry netting, and when the saving in the number of posts is considered, it will cost less than poultry netting. With this fence no top and bottom boards are necessary, and posts may be set from 16 to 25 feet apart.



The Giant Fence Stretcher

This stretcher is the result of much careful study and many experiments. It has been made as handy and rapid as possible, strong enough to stretch any fence, and still the price is within the reach of all.

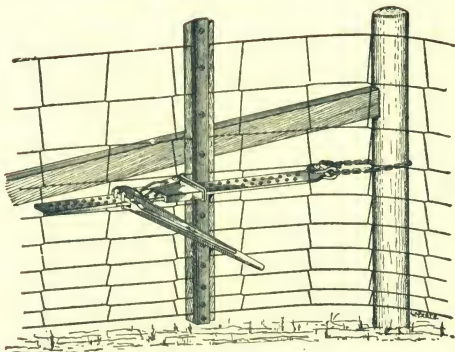


Being hitched to the anchor or end post, it draws the post back to a firm position before the fence is attached to it. This is much better than setting an extra post to hitch the

Advance Fence Co., Peoria, Ill.

stretcher to, thus permitting the fence to pull the post back as soon as the stretcher is detached.

It is reversible, right or left, can be operated from either side of the fence, and will stretch fence to a post set against the side of a building as conveniently as anywhere.



Directions

Pass the chain through the clevis on the draw bar and around the end or anchor post, placing the hook on the chain over a link. Fasten the clamp bar as far back on the fence as possible, but within convenient reach of the hook-shaped sleeve on the draw bar. Be careful to have the iron part of the clamp next to the draw bar (as shown in Fig. 1). Pass the draw bar through the second mesh in front of the clamp bar, and engage the sleeve with the clamp bar, as shown.

Advance Fence Co., Peoria, Ill.

Directions—Continued

Now place the lever over the draw bar, and insert pin, move lever forward and insert second pin, move lever backward and move first pin one hole forward, and so on until the fence is tight enough. Fasten the fence to the post, drawing forward with your pliers what little slack remains. After working the pins backward a few points the stretcher may be removed.

After a little practice you will be able to make a stretch in a few minutes.



Best Fence He Has Seen I received the 400 rods of fencing all O. K. I have had it up for some time, and it is the best fence I have seen in this section of the country. I am well pleased with it, and shall need more next year.

ARTH. LAWRENCE,

Doland, S. D.



Has Been Fully Tested and is the Best My fence has been up now for some time, and as same has been fully tested, I am able to say that it is certainly the best fence in this country. I am so well pleased that I am going to enclose my whole place with it.

M. V. MCENNANY,

Covington, La.

Box 36.

Advance Fence Co., Peoria, Ill.

Has 580 Rods In Use What is the best figure you can give me on 40 rods 54-inch eleven strand fence now? We have 580 rods of your fence on the farm. FRANK J. MARTIN,
Wood Lake, Minn.



A Good Portable Fence The fencing that I got of you two years ago gave good satisfaction. As a portable fence it has great merit; it is so easily set and so quickly removed in the dividing of fields. I recommend your fence to others. JAMES BOKERDIKE,
Griggsville, Ill.



Will Want More I have got a fence that pleases me, and my neighbors say they are going to have the same. I set my posts one rod apart, and have got as nice a fence for a farm fence as any man need ask for. I shall want more. S. S. SMITH,
Fair Grove, Mich.



Lobt sich selbst Ich habe die Fenz erhalten und bin sehr gut zufrieden damit. Die Fenz lobt sich selbst. Es ist die beste Fenz in der Stadt. Ein Jeder wundert sich darüber. Ich habe all 9 Fuß einen Pfosten gestellt. Ich denke sie wird sich hier bald einbürgern. Ich bin recht froh, daß ich so lange gesucht habe, bis ich sie gefunden. Guten Erfolg wünscht Ihnen Ihr Freund.

Ph. Witte,
Marion, S. D.

Advance Fence Co., Peoria, Ill.

**No Trouble
In Putting
It Up.**

I have just finished putting up the fencing. I bought of you, and can say that I am well pleased with it. I take pleasure in showing it to my neighbors. I had no trouble whatever in putting it up. You can depend on my future orders.

JOHN HOFFERT,
Kouts, Ind.



**Surprised
at the
Low Price**

I have just put up the forty rods of fence I received from you some time ago. It makes the people smile to see it, and they are surprised to see such a high grade fence at so low a price; and as for myself, you can bet your hat I am more than pleased, and you will get more orders from me later. Send me one of your latest net price-lists.

ALBERT J. REHKOPF,
Orono, Mich.



The above letters came to us unsolicited, and are voluntary testimonials from the users of Advance Fencing. We have many more in our files. However, those given above will show that our patrons are highly pleased with the Advance fence, and that we gave them more value for their money than they could otherwise get.

Additional Discounts for Clubs and Large Orders

Save money for yourself and friends by getting them to join in ordering Advance Fencing



We have named a very low price on Advance fencing. However, we can handle large orders cheaper than we can small ones, and as an inducement for you to get your friends to join you in ordering, thus sending us a larger order, we offer you the following discounts:

ON ORDERS OF

\$100 or morededuct 3 per cent.
\$200 or morededuct 4 per cent.
\$400 or morededuct 5 per cent.

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Gerron S. Hite

West Texas Collection, Angelo State University, San Angelo, TX

Direct from the Factory to the Farm

YOU SAVE
The MIDDLEMAN'S
PROFIT ❀ ❀ ❀ ❀



**BE YOUR
OWN AGENT**

You can buy Advance
Fencing from us at
wholesale prices. No
dealer or jobber can
buy it any cheaper
than you. ❀ ❀ ❀ ❀



REFERENCE
Peoria National Bank
Peoria, Illinois